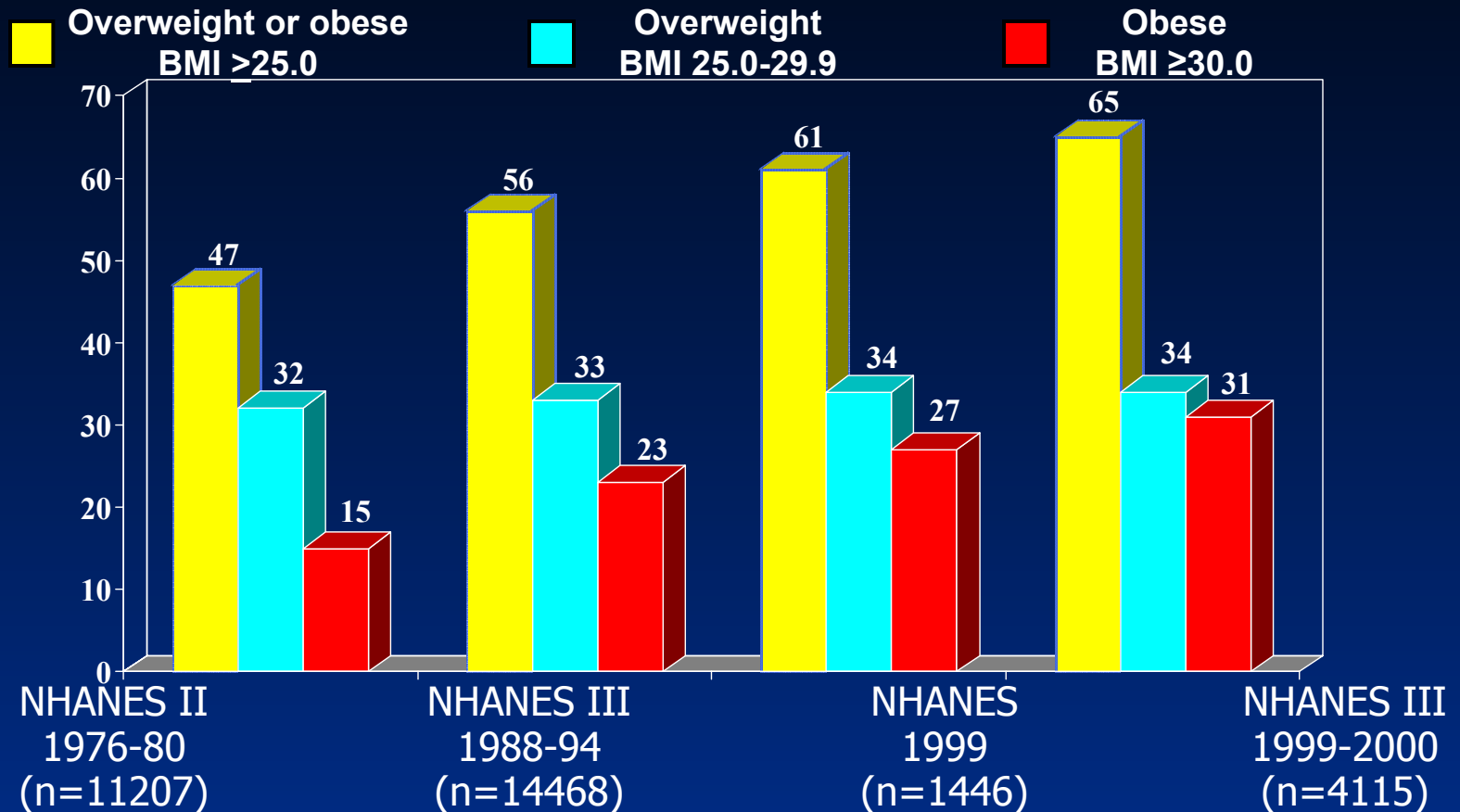


Building Healthier Communities: One Step at a Time

James O. Hill, Ph.D.

**Director, Center for Human Nutrition
University of Colorado Health Sciences
Center
Denver, Colorado**

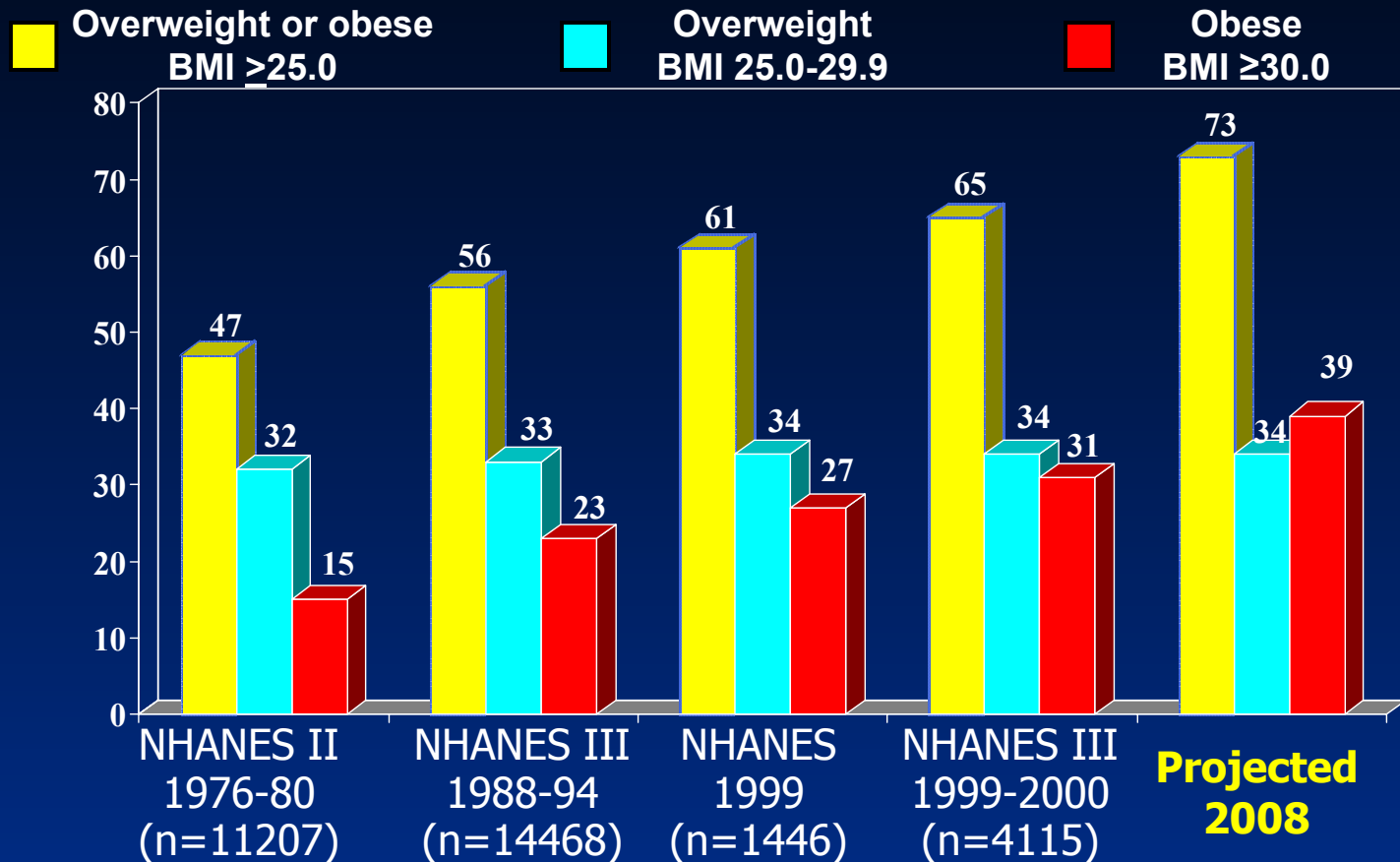
Prevalence of Overweight and Obesity Among US Adults, Age 20-74 Years*



BMI = body mass index.

*Age-adjusted by the direct method to the year 2000 U.S. Bureau of the Census estimates using the age groups 20-34, 35-44, 45-54, 55-64, and 65-74 years.

Prevalence of Overweight and Obesity Among US Adults, Age 20-74 Years*



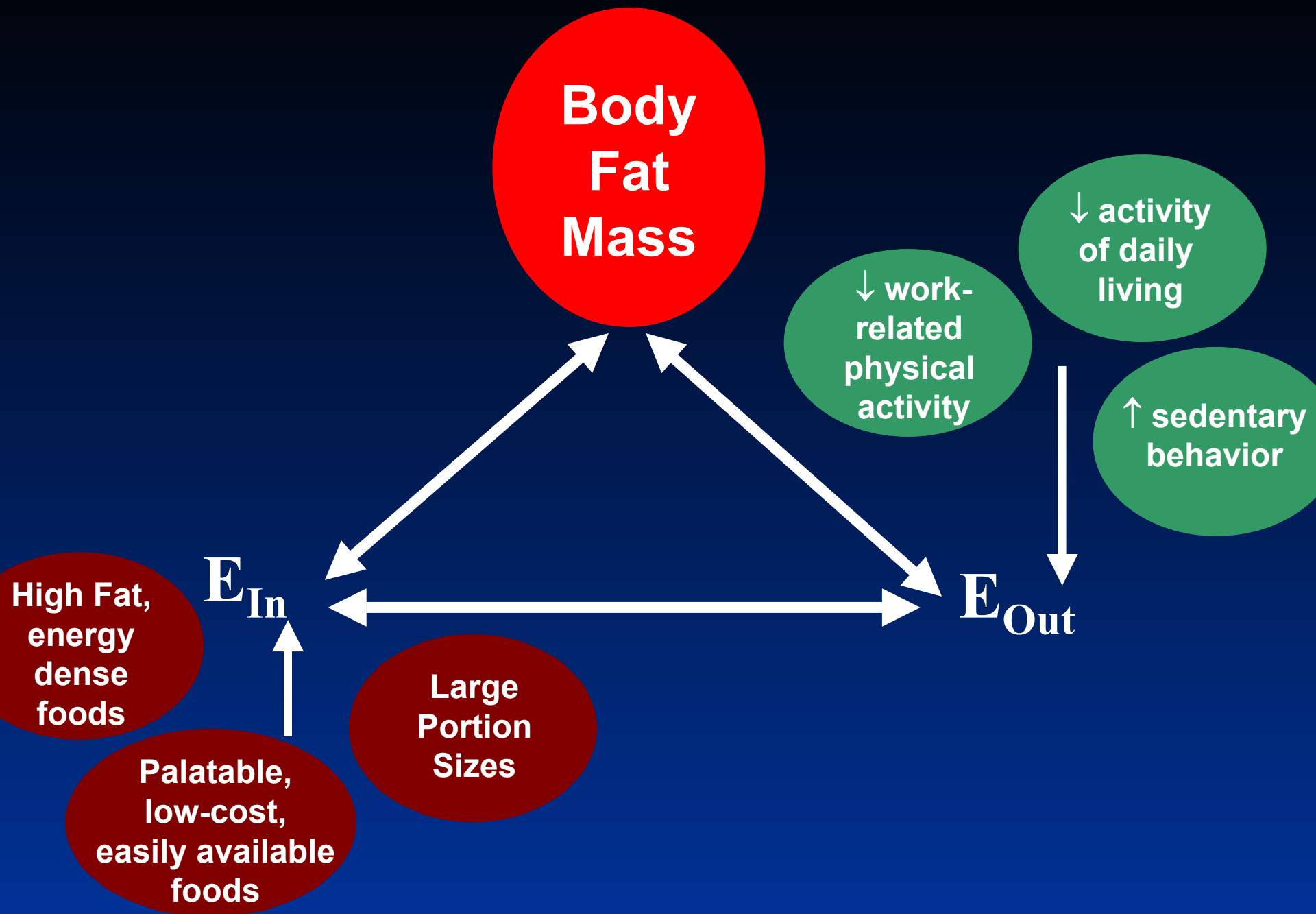
BMI = body mass index.

*Age-adjusted by the direct method to the year 2000 U.S. Bureau of the Census estimates using the age groups 20-34, 35-44, 45-54, 55-64, and 65-74 years.

How did we get here?

Mismatch between physiology and environment

- Eat when food is available**
- Rest when you don't have to be physically activity**



What can we do about it?

Building for social change

**Need to push back against the
environment – short-term**

We need specific goals for addressing the obesity epidemic

HEALTHY PEOPLE 2010:

- Reduce adult obesity to 15%**
- Reduce childhood obesity to 5%**
- HOW IS THIS GOING TO HAPPEN?**

Current Diet and Physical Activity Recommendations

Very General

- Eat according to pyramid
- Get 5 serving per day of fruits and vegetables
- Get 30-60 minutes of physical activity

- Eat less
- Exercise more

Goal: Preventing Weight Gain in the Population

How is this going to happen?

How Much do we have to Push Back Against the Environment?

- In CARDIA and NHANES – average weight gain 1.8-2 pounds year
- What is the energy imbalance associated with this rate of weight gain “Energy Gap”
- Assuming efficiency of energy storage of 50% - energy gap is 100 kcal for 90th percentile

**We have not been effective at producing
and sustaining large lifestyle changes**

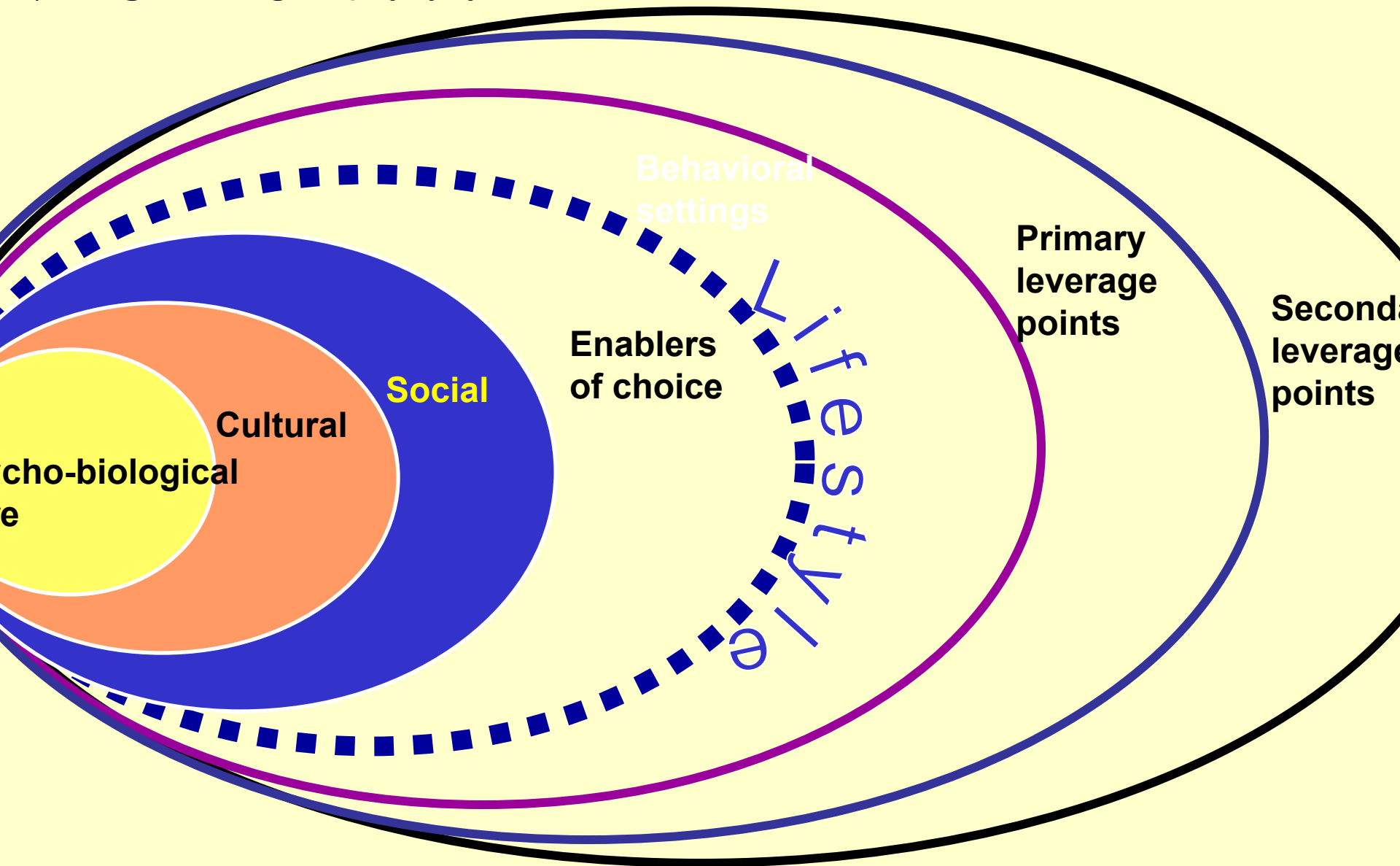
HYPOTHESIS TO TEST

- **Can we produce and sustain small (100 kcal/d) changes in diet and physical activity?**
- **Will this prevent or slow weight gain in the population?**

Partnership to Promote Healthy Eating and Active Living

- National non-profit**
- Public-private partnership**
- Inspiring Americans to choose healthy lifestyles**

Integrating the individual with the environment . . .



america **the**
on **move!**



colorado **the**
on **move**
™



Programs for:

Schools

Worksites

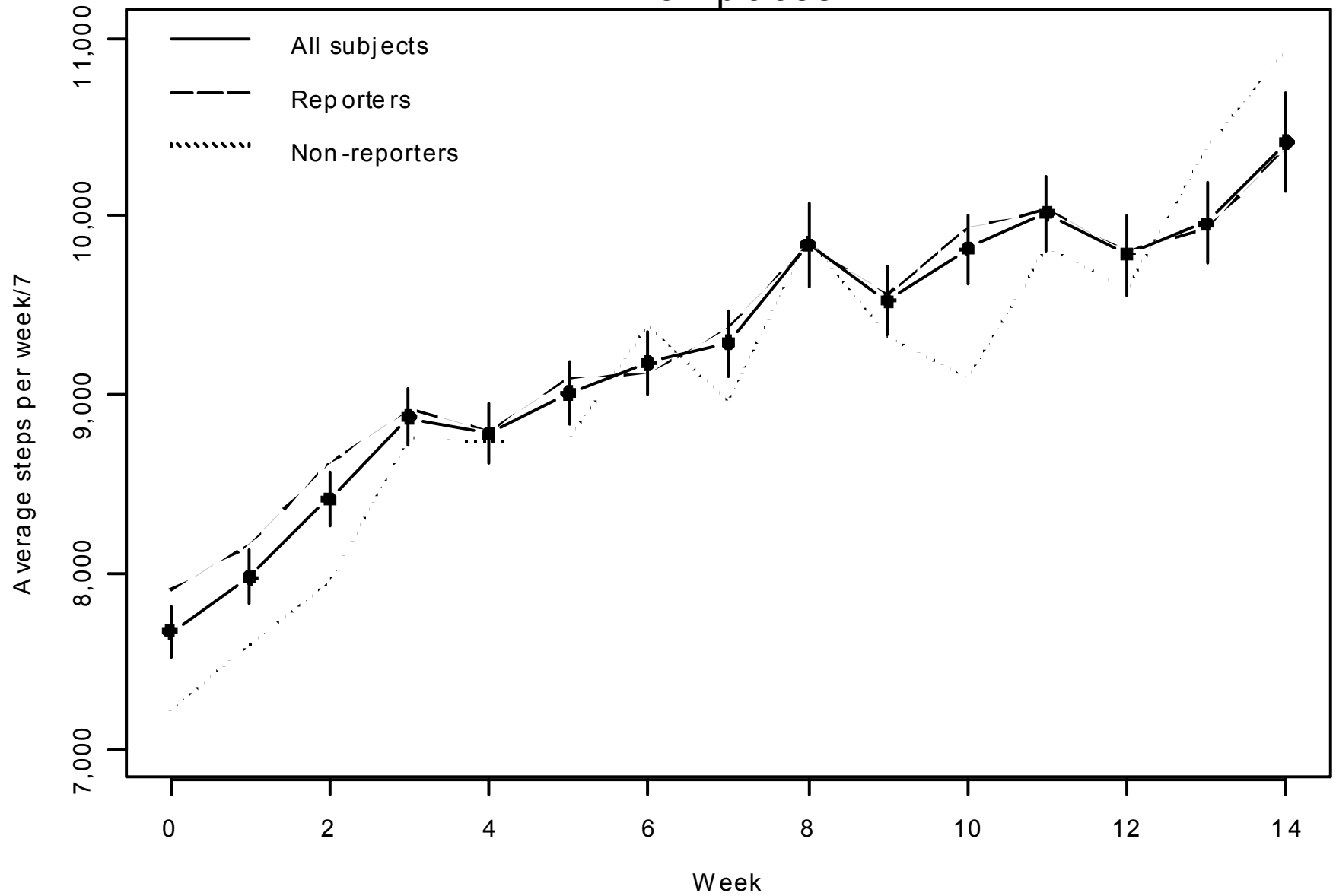
Communities

Under Development

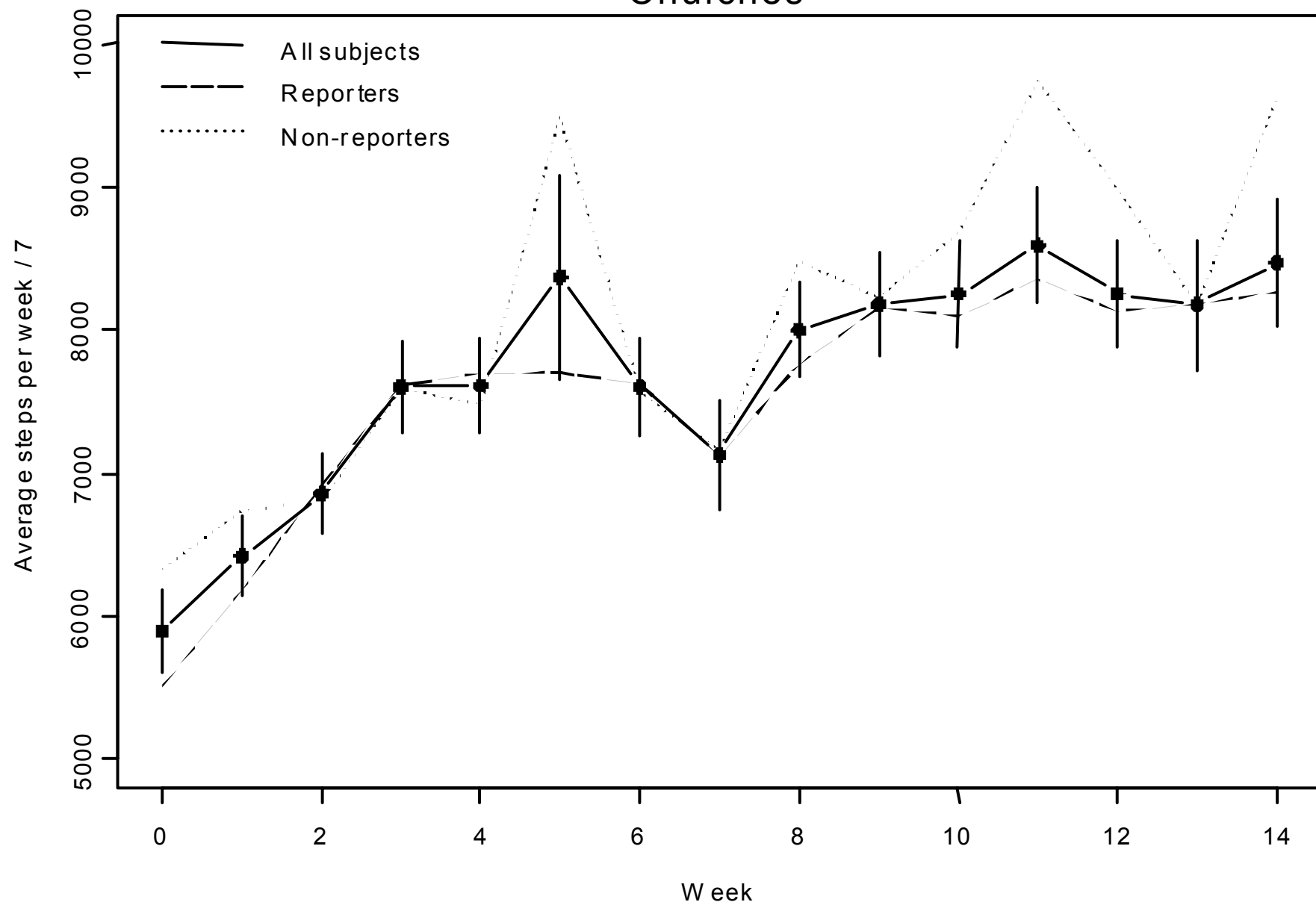
Families

Physicians

Workplaces



Churches



<http://www.coloradoonthemove.org>



NEWS & EVENTS

Governor Bill Owens declared that October 3, 2002 is Colorado On the Move Day. Governor Owens challenged all Coloradans to increase their daily steps!

STEP COUNTER



The official Colorado On the Move step counter is easy to operate.

> [Find out more](#)



What's it about?

Find out more about Colorado On The Move



Who's involved?

Find out who's involved in our program



Let's get started!

Find out how to start the program

Corporate Sponsors:

PacifiCare®



Qwest.

Colorado on the Move Roll Out

**Colorado State Capitol
West Steps**

Roll Out: October 3, 2002



Reasons to think small changes in physical activity might work to prevent weight gain

You can easily measure it

Diabetes Prevention Program

MET Trial

Starting with physical activity – physical activity pulls appetite



**A grassroots program to help
americans take control of their weight**

America on the Move

Increase walking by 2000 steps (100 kcal/day)

Taking away 100 kcal/day

America on the Move

**We have been unsuccessful in getting
Americans to make big lifestyle changes**

Sense of hopelessness

**Inspire Americans to make small behavior
changes to take control of weight and improve
health**

Part of something big

Why Communities? Sustainability

- **What are incentives for sustaining small behavior changes?**
- **How can we change the environment to make it easier to sustain these changes?**
- **Schools/Worksites**
- **Communities – making these changes an integral part of the community**
 - link small behavior changes to community values**

How to get communities started?

Spark plugs

Initial funding

Programs (Content)

Learn from each other

Change comes from within

Criticisms

No enough change

Can't be sustained

Body will compensate

We have already tried this

Summary

- **Current approach is not working**
- **Need something conceptually different**
- **Small differences can be achieved, can be sustained, and can have a big impact over time**
- **We have to start one community at a time**

WILL IT WORK?

If not this, WHAT?